



GODBE RESEARCH
Gain Insight

MEMORANDUM

January 19, 2016

TO: City of Morgan Hill

FROM: Bryan Godbe
President
Godbe Research

RE: 2015 Community Satisfaction and Priorities Survey – Summary of the Results

Introduction:

Consistent with the City's previous community engagement and commitment to understanding resident satisfaction and service priorities, the City of Morgan Hill commissioned Godbe Research to conduct a telephone survey to assess resident satisfaction and priorities for City services.

The results show constituents are highly satisfied with their quality of life and the services the City provides. An overwhelming majority of 90% of respondents rate Morgan Hill's quality of life as "excellent" or "good." And among several other very positive findings, 92% rate Morgan Hill "excellent" or "good" as a place to live.

Among other findings, the survey indicated safe, clean water, financial stability, and public safety are top service priorities. The survey also indicates that respondents are interested in extending and updating the City's Residential Development Control System (RDCS).

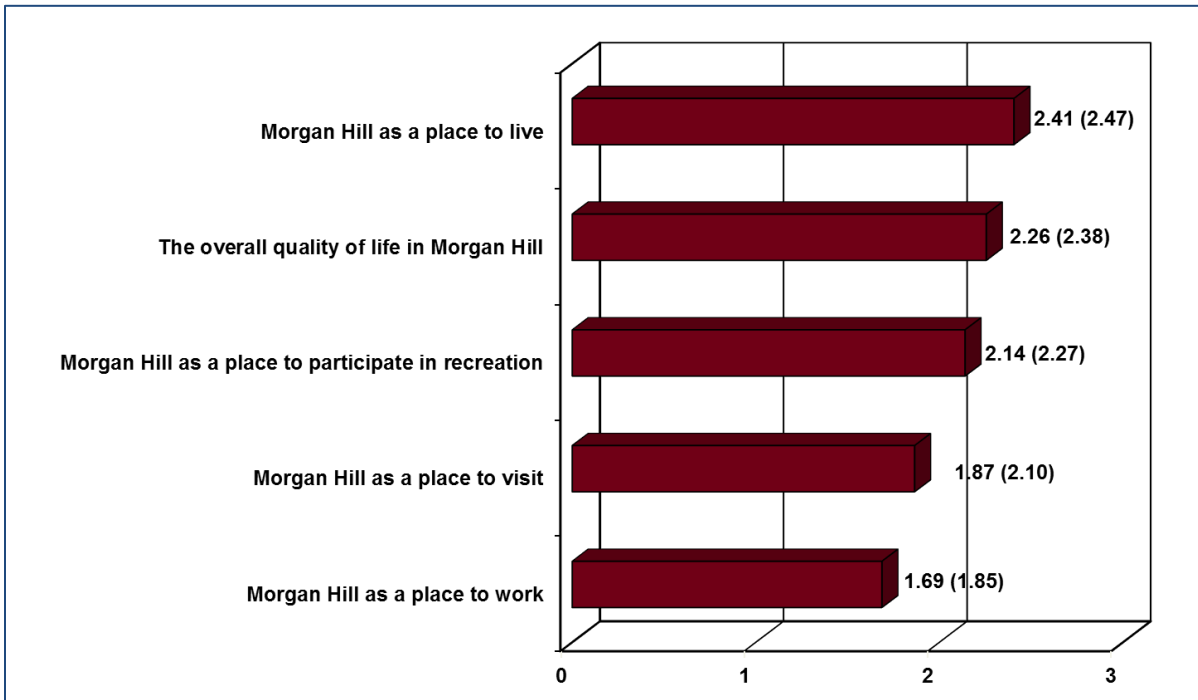
Methodology Overview:

Interviews were conducted from November 20th to December 9th, 2015, and the average phone interview time was approximately 22 minutes. A total of 501 City of Morgan Hill respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 4.31 percent.

Quality of Life:

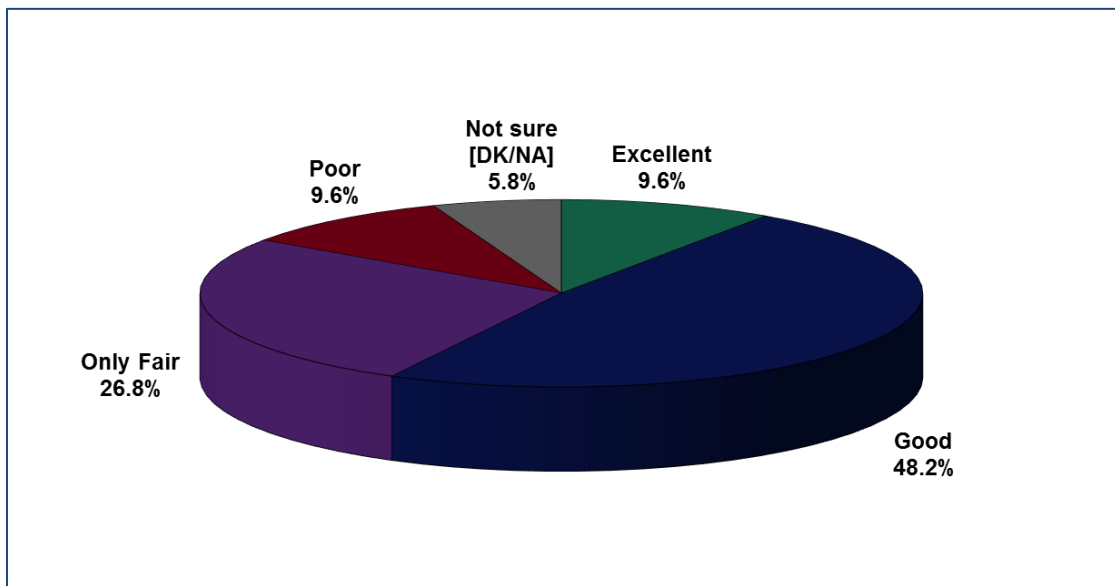
Survey respondents have a strong perception of the quality of life in the City of Morgan Hill with 90% indicating that the quality of life was excellent or good.

And, respondents also provided similarly high rankings for the "Morgan Hill as a place to live" (92%).



Satisfaction with the City of Morgan Hill's Job Performance:

Fifty-eight percent of survey respondents indicated that the City was doing an excellent or good job providing city services. This is an excellent/good to poor ratio of 6 to 1.



Respondents Identified the Following Service Priorities – Safe, Clean Water, Financial Stability, and Public Safety are in the Top Tier:

Survey respondents were presented with a variety of services to determine their importance. The survey results suggest clear priorities including maintaining rapid 9-1-1 emergency response a clean safe, reliable local water supply, and long-term financial stability of the city.

	Mean
4H. Rapidly responding to 9-1-1 emergency calls	2.64
4R. Maintaining a safe, clean, reliable local water supply	2.56
4S. Maintaining fire protection services	2.46
4D. Maintaining the Long-Term Financial Stability of the City	2.45
4G. Maintaining crime prevention and investigation programs	2.41
4K. Maintaining city streets, roads and repairing potholes	2.34
4A. Maintaining the number of Police officers on neighborhood patrols	2.31
4O. Attracting and retaining local businesses	2.27
4J. Managing growth to maintain neighborhood character	2.23
4E. Maintaining safe routes to schools	2.17
4Y. Maintaining major roads leading through town or to the freeway	2.15
4P. Maintaining Morgan Hill's unique community character	2.12
4Q. Preserving open space	2.11
4W. Enhancing youth crime prevention and gang intervention programs	2.09
4EE. Having good-paying jobs close to home	2.07
4BB. Maintaining programs to improve the local economy and job creation	2.06
4Z. Protecting the environment	2.02
4F. Providing adequate parks and recreation facilities	1.95
4C. Reducing traffic congestion on City streets	1.95
4L. Improving water conservation	1.94
4T. Maintaining sports, athletic, and recreation programs for youth and teens	1.92
4B. Maintaining neighborhood parks	1.92
4V. Maintaining after-school programs for children and teens	1.91
4U. Repairing neighborhood sidewalks and curbs	1.86
4CC. Maintaining healthy trees on city streets	1.80
4I. Maintaining senior programs	1.80
4X. Improving downtown Morgan Hill streets	1.79

Respondents Identified Broad Satisfaction with City Service Areas:

Survey respondents were also asked to indicate their satisfaction with categories of city services. The table below shows that they are most satisfied with a wide variety of services including “fire and 911 emergency response”, the “police patrols and crime fighting services”, and “recreation programs”.

	Mean
5B. Fire and 911 emergency response	1.33
5A. Police patrol and crime fighting services	1.12
5E. Recreation programs	0.97
5H. Seniors services and programs	0.96
5C. Water and sewer line repair and maintenance	0.94
5J. Maintaining a reliable local water supply	0.94
5D. Park maintenance	0.93
5G. Youth services and programs	0.79
5K. Water conservation	0.79
5L. Preparing for both droughts and floods	0.63
5F. Street maintenance and pothole repair	0.22
5I. Managing growth to maintain neighborhood character	0.12
5M. Availability of good-paying jobs	-0.02

Respondents Agree with the Focus, Context and Purpose of Key City Services -- Concern About Sewage Waste Spills is at the Top of the List:

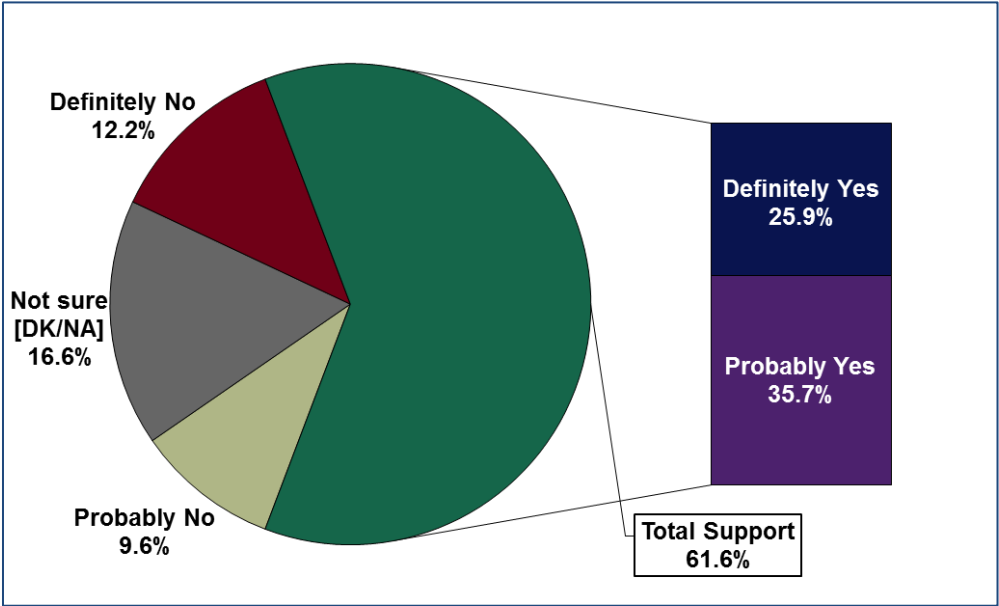
Respondents agreed with the focus and purpose of key services at a very high rate including among the top tier: “Any raw sewage waste that spills onto our land or leaks into ground water presents a potential health risk to our community”, “Maintenance and repairs to the city's water system are necessary to preserve the reliable local water supply our residents need for daily use and that firefighters need for emergencies”, “Well maintained city streets, roads, and parks help protect property values”, “Maintaining the current level of police service, including neighborhood patrols and crime prevention programs, is vital to protecting Morgan Hill's quality of life”, “It is fiscally responsible to maintain our streets, roads, and potholes now, so they don't deteriorate further and become more costly to fix in the future”, and “Well maintained city streets, roads, and parks are important to maintaining Morgan Hill's quality of life”.

	Mean
8H. Any raw sewage waste that spills onto our land or leaks into ground water presents a potential health risk to our community	1.61
8D. Maintenance and repairs to the city's water system are necessary to preserve the reliable local water supply our residents need for daily use and that firefighters need for emergencies	1.50
8E. Well maintained city streets, roads, and parks help protect property values	1.48
8B. Maintaining the current level of police service, including neighborhood patrols and crime prevention programs, is vital to protecting Morgan Hill's quality of life	1.44

8C. It is fiscally responsible to maintain our streets, roads, and potholes now, so they don't deteriorate further and become more costly to fix in the future	1.43
8Q. Well maintained city streets, roads, and parks are important to maintaining Morgan Hill's quality of life	1.42
8N. Sewer and water system maintenance, repairs and upgrades are necessary to ensure public health and safety	1.41
8G. Proper maintenance and repair of the city's water lines, pump stations, and storage tanks will help conserve water and protect our local water supply	1.41
8L. By fixing deteriorating streets and roads, it will reduce costly damage to our cars and better prevent accidents that threaten the safety of drivers, pedestrians and bicyclists	1.36
8F. Quality senior programs and youth programs are vital to Morgan Hill's quality of life	1.24
8S. Programs that retain, attract and help expand businesses in town are important to creating jobs and a vibrant local economy	1.19
8K. We must preserve our local industrial land to protect our economic vitality and create local jobs	1.17
8O. Street improvements are needed now, before costs escalate and they become more expensive to repair	1.12
8R. After school programs for children and youth help keep kids out of trouble and away from gangs and drugs	1.08
8I. Unfortunately, our local streets and roads have been slowly deteriorating. Additional funds are needed to fix our streets and repair potholes	0.70
8J. Growth is out of control. We should enact an immediate moratorium on development city wide>	0.61
8P. Morgan Hill has one of the best growth management programs in the country that requires developers pay for impacts in their project area and also contribute funds for community-wide quality of life improvements	0.53
8A. The City has been very fiscally responsible, balancing city budgets during the recession, but potential state mandates and money grabs threaten Morgan Hill's long-term financial viability	0.46

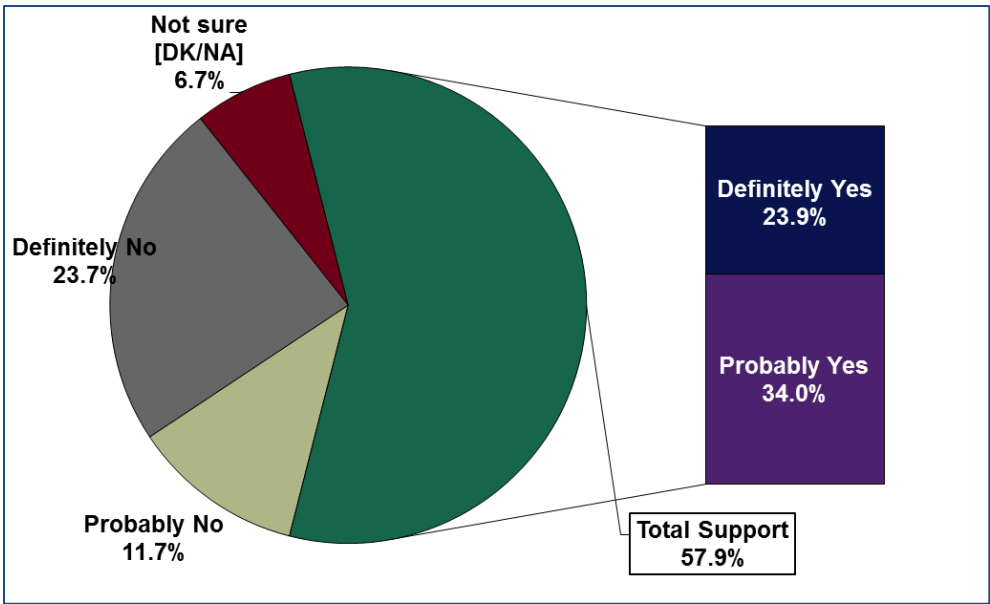
The Survey Results Indicate Potential Support for a Measure Extending and Updating the Residential Development Control System:

After hearing a summary of a measure to extend the *Residential Development Control System (RDCS)*, 62% of likely November 2016 voters indicated support, which is above the simple majority (50% plus one) threshold necessary for passage of this type of measure.



The Survey Results Indicate Potential Support for a Measure to Provide Funding to Maintain City Services.

After hearing a summary of a measure to provide funding to maintain local city services, 58% of likely November 2016 voters indicated support, which is above the simple majority (50% plus one) threshold necessary for passage of this type of measure.



Summary:

Residents in the City of Morgan Hill are highly satisfied with the quality of life the City provides. Specifically, 90% of respondents rated Morgan Hill's quality of life as "excellent" or "good". And, respondents were very satisfied with the job the City is doing to provide services.

The conceptual test of a measure to provide funding to maintain city services shows viability with 58% YES—at a simple majority level.